K-LOVE is a wonderful encouragement to my family every day. My children and I listen only to this station. We enjoy the terrific music selection without commercials. As a parent I REALLY appreciate that I can trust this station with what my children will hear and what they don't hear in music, talk and commercials. This service is extremely important to providing an alternative to much of the negative language and destructive music that is out there. We contribute personally financially supporting this music, so it is obviously an important part of our life!